



# JERSEY FESTIVAL OF WORDS

## SPONSORSHIP OPPORTUNITIES

Jersey Festival of Words is a five-day literary festival held during the last week of September at venues including Jersey Opera House, Arts Centre, Library and other local sites, including Howard Davis park in 2022

We're passionate about bringing both thoughtful and challenging voices to our programme. In the past, this has included Richard Dawkins, Lionel Shriver, Jeremy Paxman, Dame Carol Ann Duffy, Dame Jenni Murray, Michael Morpurgo, Lemn Sissay, Sebastian Faulks, John Boyne, Owen Sheers, Alex Preston, Simon Barnes, Kat Banyard, Cathy Rentzenbrink, Rupert Thomson and Luke Harding.

On the commercial side, we have hosted popular authors such as Alan Titchmarsh, Clare Balding, Celia Imrie, Joanna Trollope, Louis de Bernières, Bryony Gordon, Peter James, Deliciously Ella, Alexander McCall Smith, Victoria Hislop, The Unmumsy Mum, Jenni Eclair, Louise Minchin, Greg James and YouTube megastar, Dan Rhodes. Our free schools programme is at the heart of our festival and our ethos is inclusivity – sharing and growing a love of words.

JFOW has a strong reputation. Jersey is an attractive destination, and we have been praised by authors, publishers and agents for the 'quality and quantity' of our audience.

JFOW runs an integrated **MARKETING** campaign, building on the Festival brand and public awareness.

Branded materials include a 24-page colour programme distributed island-wide (7500 copies), generic and event-specific posters, flyers, street banners, radio and newspaper adverts – plus presence in various Jersey guides distributed by third parties.

The Festival's digital marketing campaign includes a strong **SOCIAL MEDIA** presence, viewed by 20K+ during the Festival and receiving good public engagement. Electronic newsletters are sent out, with the assistance of Visit Jersey, to 60K+.

JFOW attracts the ABC1 demographic, typically in the age band of 25-55, with excellent brand recall.

The Festival's **PUBLICITY** campaign runs for six months in the build-up to the Festival with monthly announcements detailing the various writers and their events. Local coverage includes various and regular news articles and features in digital daily news outlets, the Jersey Evening Post and local radio stations.

This builds to a pull-out 8-page guide in an edition of the local evening paper the weekend before the Festival, plus national coverage – helped by Visit Jersey's London-based PR agency.

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## BENEFITS FOR SPONSORS

- logo visible in Festival programme, on website and social/print media (where possible)
- your brand / logo visible on stage for duration of sponsored event
- bespoke corporate hospitality events
- complimentary tickets
- CSR opportunities

### £40,000 ▶ **MAIN FESTIVAL SPONSOR**

**SCHOOLS PROGRAMME:** Two days of events at Opera House for primary school children with a minimum of four events (=3000 - 4000 free tickets for school children). Events in secondary schools and the Library. Opportunities for employee involvement.

£5000 - £7000 ▶ **HOUSEHOLD** name (estimated 650 - 450 seats sold at Opera House) e.g. Jeremy Paxman; Alan Titchmarsh; Richard Dawkins

£4000 - £5000 ▶ **PUBLIC CHILDREN'S PROGRAMME:** Two or three popular authors/events to be held at the weekend (completely separate from the schools programme) e.g. Michael Morpurgo; Lauren Child; Harry Potter festival events; Kristina Stephenson; Mr Bloom

£2000 - £4000 ▶ **LEADER** in field / critically acclaimed (estimated 300 - 450 seats at Opera House) e.g. Clare Balding; Michael Morpurgo; Joanna Trollope; Lemn Sissay; Jenni Murray; Alexander McCall-Smith; Carol Ann Duffy; Lauren Child; Deliciously Ella; Greg James

£500 - £2000 ▶ **POPULAR** in field / critically acclaimed (estimated 200 - 300 seats at Opera House or Arts Centre) e.g. Louis de Bernieres; Owen Sheers; John Boyne; Cathy Rentzenbrink; Simon Barnes

NEW: Corporate Partnership Opportunity - buy 100 tickets and 100 books for a public children's event which will be given to a group of children who will best benefit (as identified by ECOF)